



Major Manufacturer's Employees Stay Connected and Protected When Disaster Strikes

The Organization

This multinational corporation is one of the world's largest manufacturers of industrial machinery. It maintains manufacturing facilities all over the world, including one in the United States.

This facility has led the charge in revolutionizing how the company alerts and accounts for personnel in crisis situations.



< Create Your Own Crisis
Communication Network

The Challenge

A great deal can go wrong in a large-scale industrial manufacturing facility. It's therefore imperative that employees and first responders receive an accurate, real-time picture of an emerging crisis. Unfortunately, the firm's old reporting system did not achieve this.

The safety manager would then have to travel to the site of the disaster and verify its severity. At that point, they'd dial emergency personnel. It was far from an efficient system – the delays introduced by verification alone meant that even a minor crisis could easily spiral out of control.

And this was assuming the designated manager was on-site with access to their phone. If the manager was on vacation, for example, there would be no one on the other end. Employees and management personnel would be left to guess where the disaster was and how best to respond, scrambling across four hundred thousand square meters desperately searching for signs of a crisis.

That was exactly what happened. There was a fire in one of the buildings while the safety manager was absent. No one knew what was going on until someone from across the street called about the emergency – and then, after it was reported, the staff had to wait for emergency personnel to arrive on-site. It was approximately a seven-mile drive.



The Solution

The administrator and his team needed an efficient replacement for their antiquated emergency response system. They needed a way to provide management with immediate visibility into developing crises, while also allowing them to effectively account for several hundred employees. And perhaps most importantly, they needed a system that was both intuitive and easy to implement – a system that both employees and management could use without having to suffer through a steep learning curve.

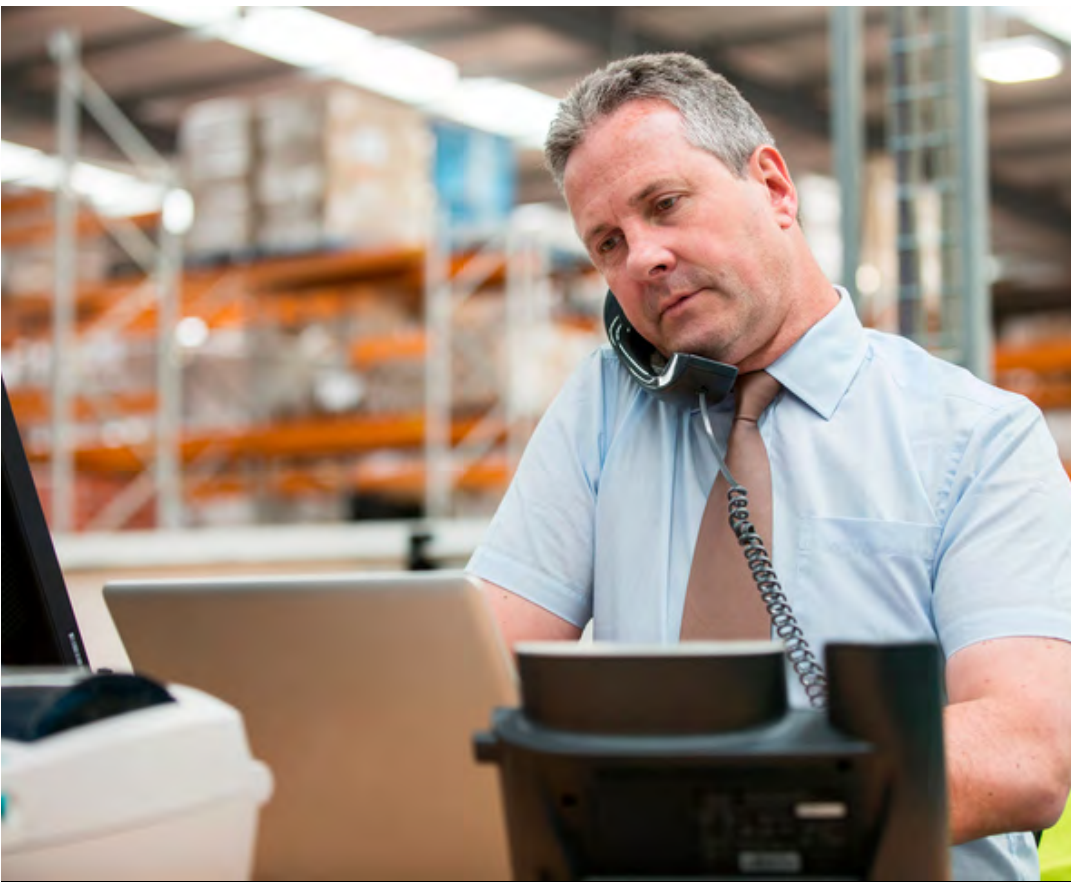
After evaluating several options, they eventually decided on BlackBerry AtHoc.

Within minutes, he received a phone call.

Soon after, the plant deployed 25 of BlackBerry AtHoc's 'panic boxes,' each connected to a cloud-based platform, and each programmed with four emergency categories: physical, medical, security, and environment.

The boxes are spaced strategically throughout the plant, with the mindset that anyone in any part of the facility should be able to get to one in under 10 seconds. Additionally, one of the boxes is expandable, in case there are additional categories the team want to account for in the future.

All salaried employees with a laptop receive notifications, and all management have access to the system and can initiate an alarm via desktop. The system is hooked into the mobile devices of the management staff, allowing them to easily respond should an emergency occur. In one way or another, the administrator and several hundred employees all have access to BlackBerry AtHoc. This guarantees the right people are onsite at all times to lead and direct the appropriate response to any crisis.



The Results

Since deploying BlackBerry AtHoc, the facility has seen a massive reduction in disaster response times.

Management has also devised an organized procedure for dealing with emergencies, which includes muster points, a designated safety cart, and regular security drills. The difference is like night and day.

Easy, Efficient, and Intuitive Crisis Communication

Implementation and installation of BlackBerry AtHoc's emergency response solution were entirely painless. The staff found the software both user-friendly and intuitive and the mobile app easy to deploy. A short time after implementation, the platform reached near-total employee buy-in, at 97%.

Better Crisis Visibility, Awareness, & Control

One of the major challenges the company wanted to solve involved visibility. They needed to know exactly where a disaster was occurring to ensure the swiftest response possible. More importantly, they needed a means of accounting for all their employees in an emergency, to ensure a quick response to anyone in danger.

BlackBerry AtHoc solves both. With its mapping technology, a property map overlaid with a geographic map, it provides the team with the exact location of an emergency. BlackBerry AtHoc's two-way alerting system gives the ability to locate employees during the said emergency.

Driving Organizational Change

BlackBerry AtHoc has transformed the facility's emergency response process, with designated muster points, a cart for first responders, clear guidelines, and regular drills. Before incorporating BlackBerry AtHoc it was incredibly difficult to set up any such procedure. But because of the platform's automation capabilities, the management team can set up and automate any drill they choose.

In addition to coordinating emergency drills, the facility's management team is looking into using BlackBerry AtHoc for other things, as well, such as plant closures from inclement weather. They've also configured a message that goes out through BlackBerry AtHoc on the first Monday of each month, which cycles through the alarms the plant uses to identify each distinct disaster. Originally, both of these were done over the phone – and the former through a call-in number.

Reduced Response Times

Although the facility has not had to deal with an emergency since implementing BlackBerry AtHoc, their drills speak of how much more efficient and organized their response will be should one occur. The incident that pushed the team to consider BlackBerry AtHoc, for example, went on for nearly fifteen minutes before they were able to coordinate an emergency response. With BlackBerry AtHoc, the administrator estimates that the responders would have been on-site in five minutes – seven at the most.

Future Plans

Although the US facility is currently the only location using BlackBerry AtHoc, that will likely change very soon.





About BlackBerry

BlackBerry is securing a connected world, delivering innovative solutions across the entire mobile ecosystem and beyond. We secure the world's most sensitive data across all end points – from cars to smartphones – making the mobile-first enterprise vision a reality. Founded

in 1984 and based in Waterloo, Ontario, BlackBerry operates offices in North America, Europe, Middle East and Africa, Asia Pacific and Latin America. The Company trades under the ticker symbols "BB" on the Toronto Stock Exchange and "BBRY" on the NASDAQ. For more information, visit www.blackberry.com.